



Governor Dannel P. Malloy and Commissioner James Redeker announced that the Connecticut Department of Transportation (CTDOT) has launched a strategic planning approach to transportation policies, programs, and projects called *TransformCT*. This planning process will improve economic growth and competitiveness, build sustainability, and provide a blueprint for a world-class transportation system.

Transportation is the backbone of our economy. The movement of people and goods, facilitating commerce, and bolstering tourism all depend on a highly functioning transit and highway system. *TransformCT* will help define the very future of Connecticut through a stakeholder process that will solicit input from residents and businesses about what works and what doesn't in our multi-modal system. The complexities in transportation are enormous, but this process will help us plan for a more sustainable, more efficient future.

This fall, CTDOT began scheduling a series of public meetings, focus groups, and surveys. Throughout the development of *TransformCT*, CTDOT will continue to engage businesses, elected officials, transportation advocacy groups, and other organizations and agencies as part of the planning effort.

It is essential that we continue to improve transportation options and service in Connecticut. This is a strategic approach to connecting our cities and towns and, most importantly, it gives the public a direct role in the process and the product. Improving our transportation system also makes Connecticut a more competitive, sustainable and livable state.

As part of the public outreach campaign, www.TransformCT.org was launched to offer residents a place to comment and share ideas on the transportation issues facing Connecticut.

[Click here to view images from recent public outreach events promoting *TransformCT*.](#)

DOT Employees Raising Public Awareness this Fall about *TransformCT*

Big E – Connecticut Day, September 18th



● **Home.** ● **People who drive alone to work.** ● **People who telecommute, carpool, train, bus, walk, or bike to work.**

On **Connecticut Day at the Big E**, CTDOT employees engaged visitors to the Connecticut building by having them participate in a charrette placing different colored stickers on a map depicting where they live, where they work, and how they get there. This charrette proved to be very successful in not only collecting a quick snapshot of Connecticut resident's existing commuting patterns and modal use, but more importantly it served as a successful one-on-one ice breaker technique to engage the public about *TransformCT*. In various conversations, CTDOT employees were able to collect ideas for improvement of Connecticut's transportation system, direct the public to the *TransformCT* website to provide additional input, and let the public know about ways to remain involved throughout the development of *TransformCT*. This charrette was also used at each of the following *TransformCT* outreach events.

Park(ing) Day in Hartford, September 20th



PARK(ing) Day, is a annual open-source global event where citizens, artists and activists collaborate to temporarily transform metered parking spaces into "PARK(ing)" spaces: temporary public places. The project began in 2005 when [Rebar](#), a San Francisco art and design studio, converted a single metered parking space into a temporary public park in downtown San Francisco. Since 2005, PARK(ing) Day has evolved into a global movement, with organizations and individuals (operating independently of Rebar but following an established set of guidelines) creating new forms of temporary public space in urban contexts around the world. CONTINUED on next page.....

The mission of PARK(ing) Day is to call attention to the need for more urban open space, to generate critical debate around how public space is created and allocated, and to improve the quality of urban human habitat ... at least until the meter runs out!

CTDOT participated in Park(ing) Day this year in Downtown Hartford as a fun and interactive way to raise public awareness about TransformCT. The CTDOT park was designed as a mock public hearing space where people stopped by and shared their ideas as to how Connecticut's transportation system can be improved. This event was organized and sponsored by the Greater Hartford Arts Council who provided the sod, the planters, and paid the meters for each of the sites located in Downtown Hartford. For more information about Park(ing) Day please visit <http://parkingday.org/>

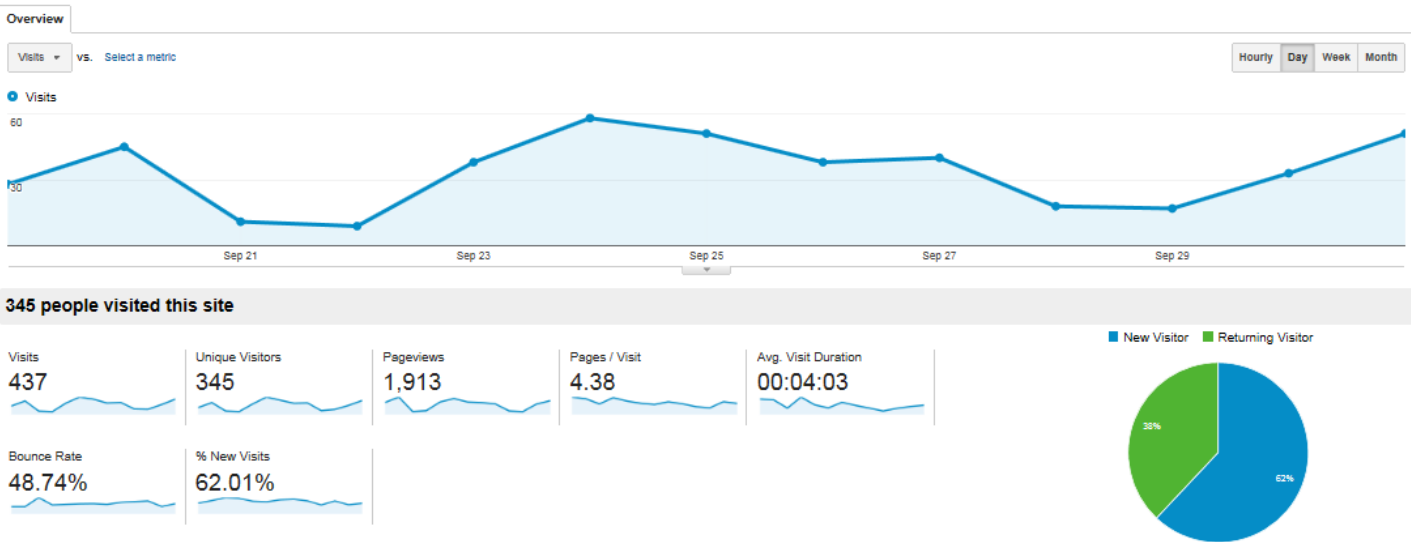
Durham Fair, September 27th – 29th



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At the **Durham Fair**, CTDOT employees utilized the same charrette as the earlier outreach events to engage several hundred people about *TransformCT* as they stopped by the booth over the 3 days of the fair.

Google Analytics (September 20th – October 1st)



Google Analytics, is a tool that CTDOT employees are using to track activity on the *TransformCT* website in order to make more informed public engagement decisions throughout the development of TransformCT. Above is a screen shot of the activity on the TransformCT website as a result of all the events from the Big E to the Durham Fair.